GEORGE·A·GROUNDS·CO·

Wholesale
Produce
Business
Conducted
By
Departments
On
Up
To
Minute
Methods

THE OBJECT

WE have prepared this "Picture Story," giving our shippers and distant customers a better idea with whom they are doing business, and, incidentally, showing that with proper consideration for both shipper and customer we have built up the largest fruit and produce business in Western Massachusetts.

GEORGE A. GROUNDS CO.

PITTSFIELD, MASSACHUSETTS

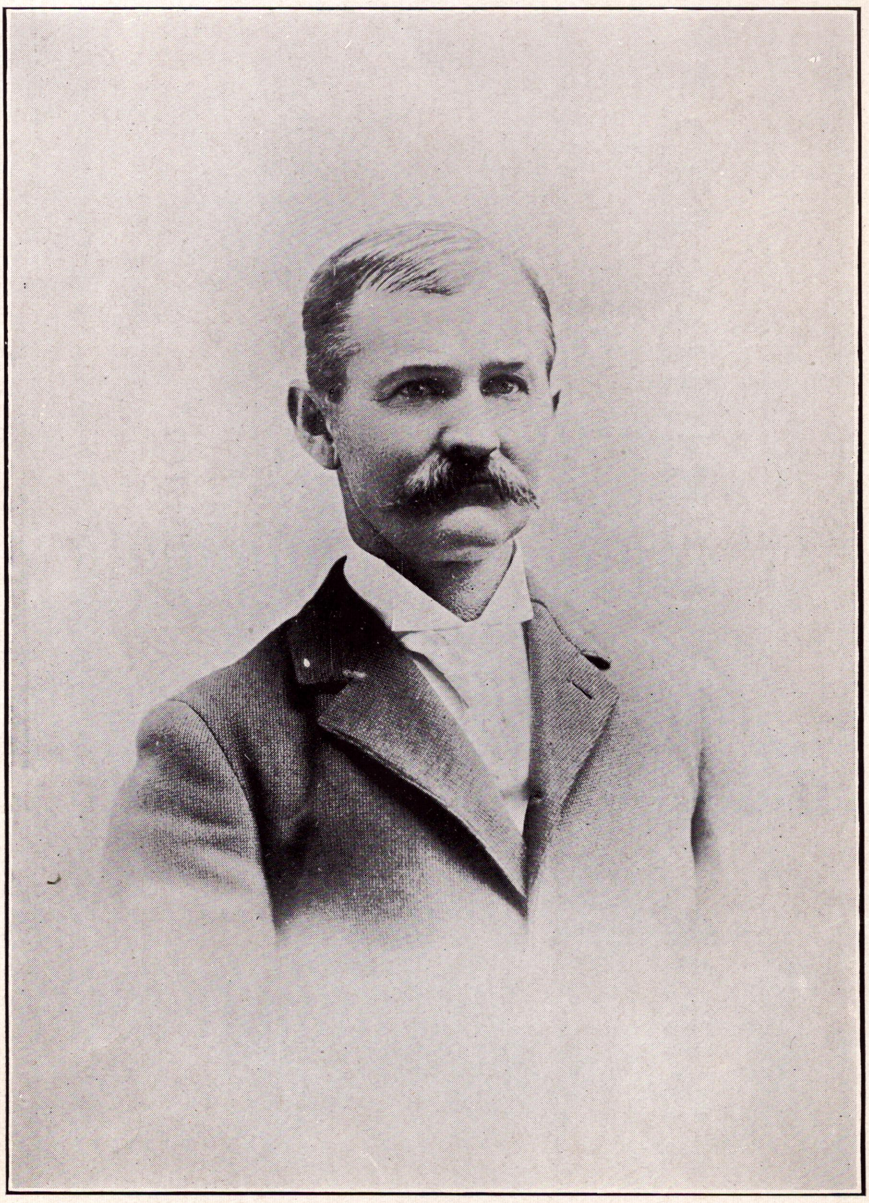
Established 1872
Incorporated 1910

Capital $35,000

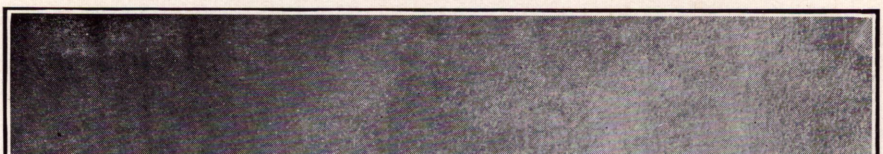
President and Treasurer
GEORGE A. GROUNDS

Secretary
ALEXANDER GIRVIN

Directors
The above officers and
EDWARD F. COUGHTER



THE LATE W. J. GROUNDS
Established the Business in 1872



GEORGE A. GROUNDS
President and Treasurer
The principal factor in the business since 1895

ALEXANDER GIRVIN
Secretary
In charge of all buying and the directing of commission accounts

EDWARD F. COUGHTER
Operating Manager
Has been actively associated in the business since 1899

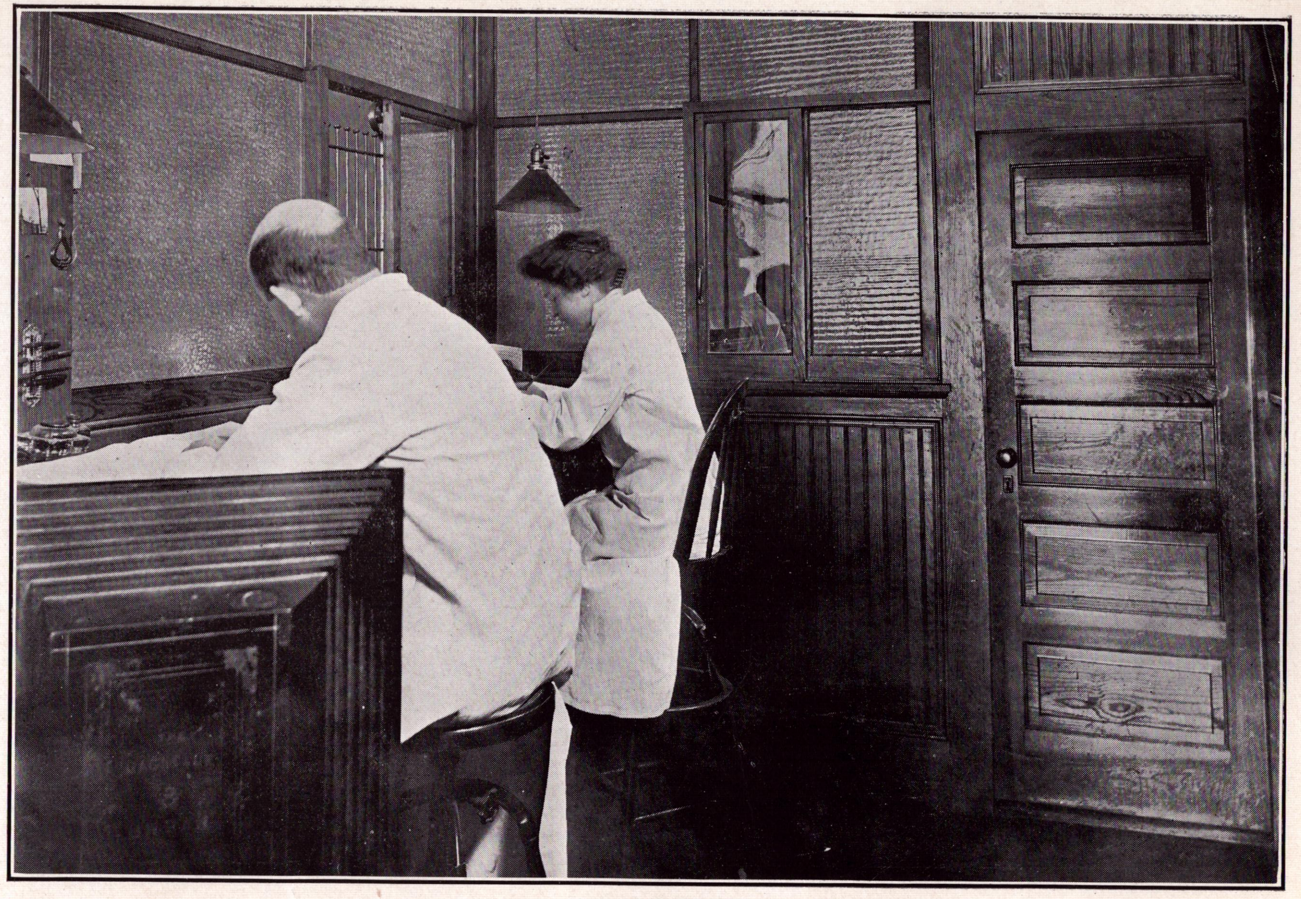
TRAVELING SALESMEN

Edward T. Joyce *George E. Gardner* *Michael L. Foley* *Charles F. Buntin*

OFFICE FORCE

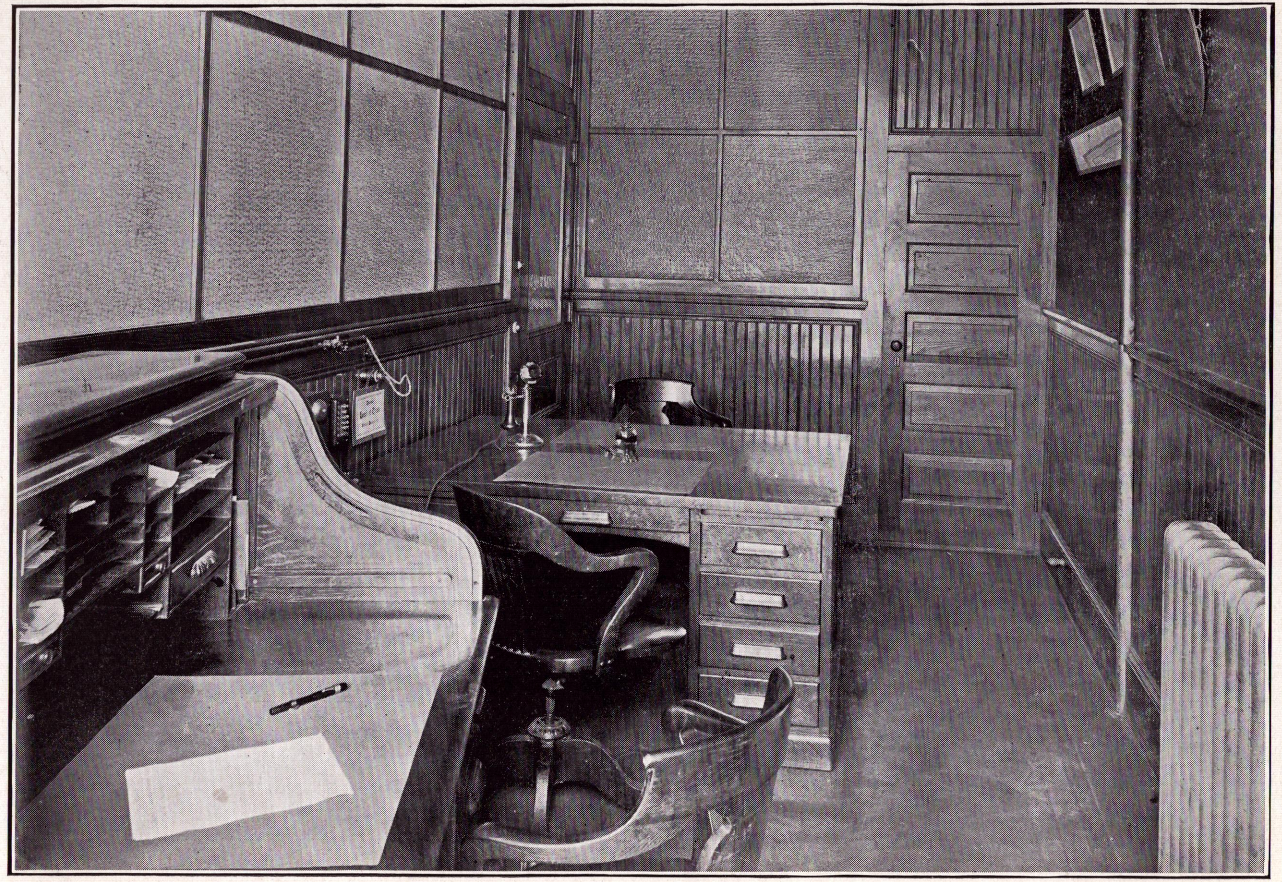
Elizabeth V. Condon *Lulu L. Fuller* *Mary F. Reagan* *Emma J. Spaniol*

Richard E. Buckley *C. Zenas Adams* *Alexander Girvin*



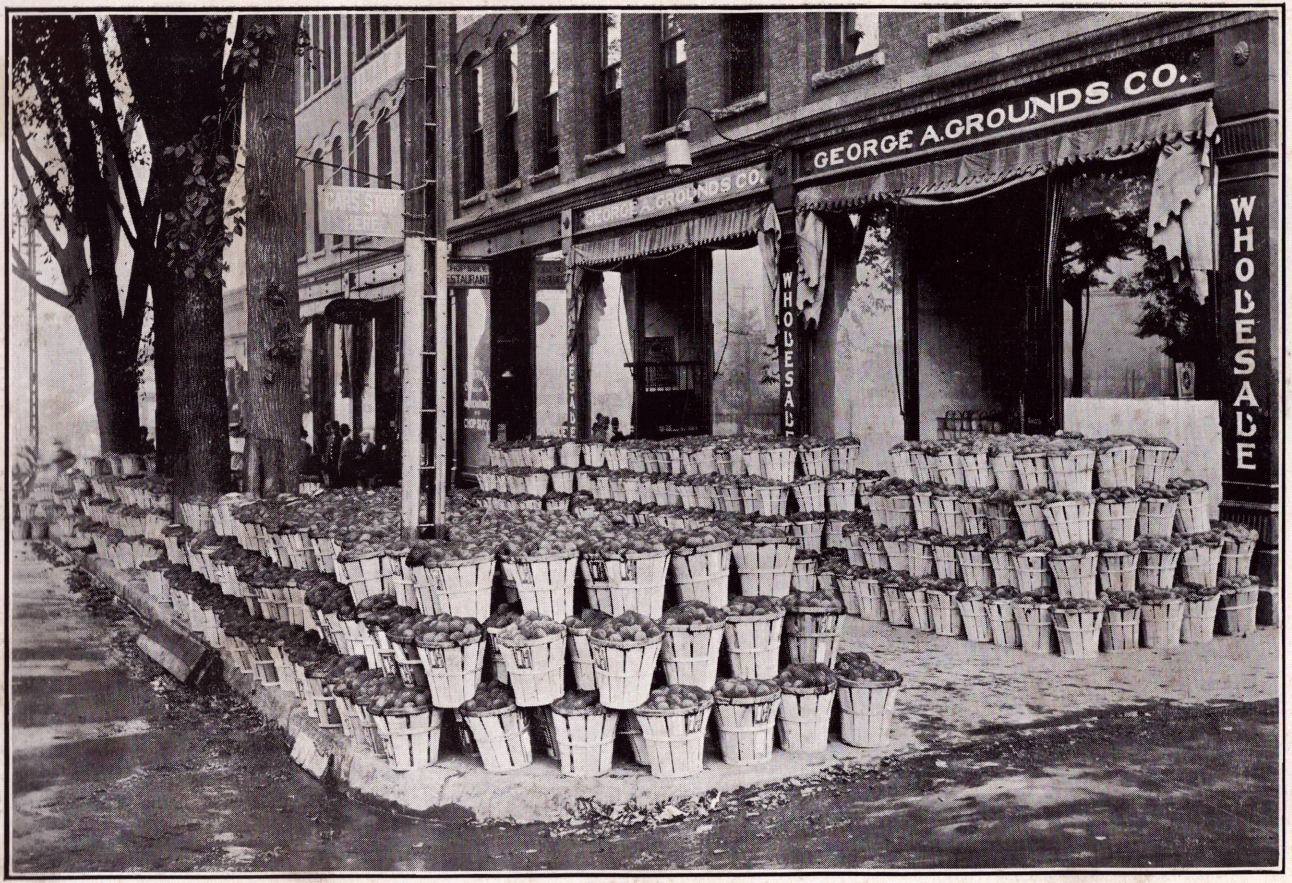
CASHIER'S OFFICE

GENERAL OFFICE

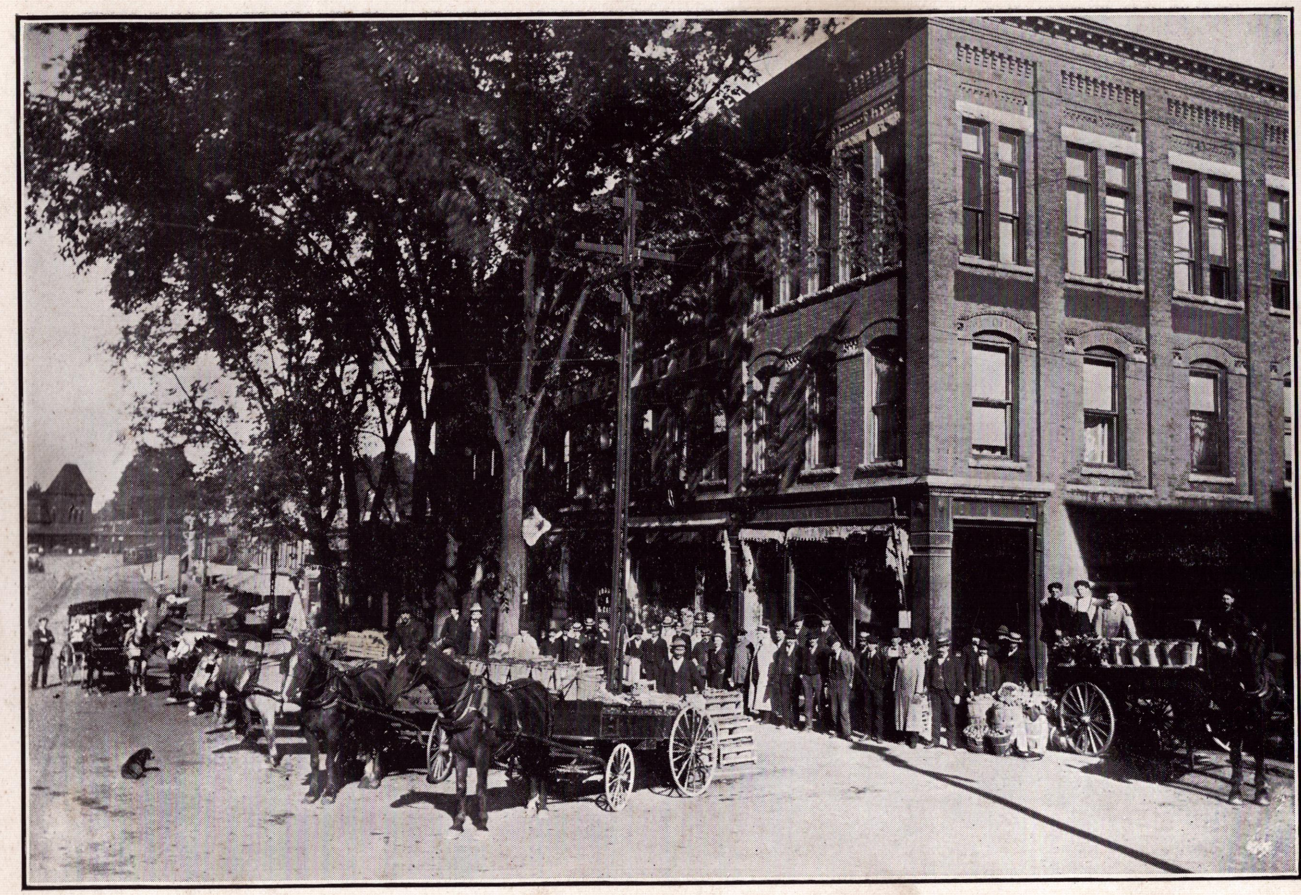


PRIVATE OFFICE

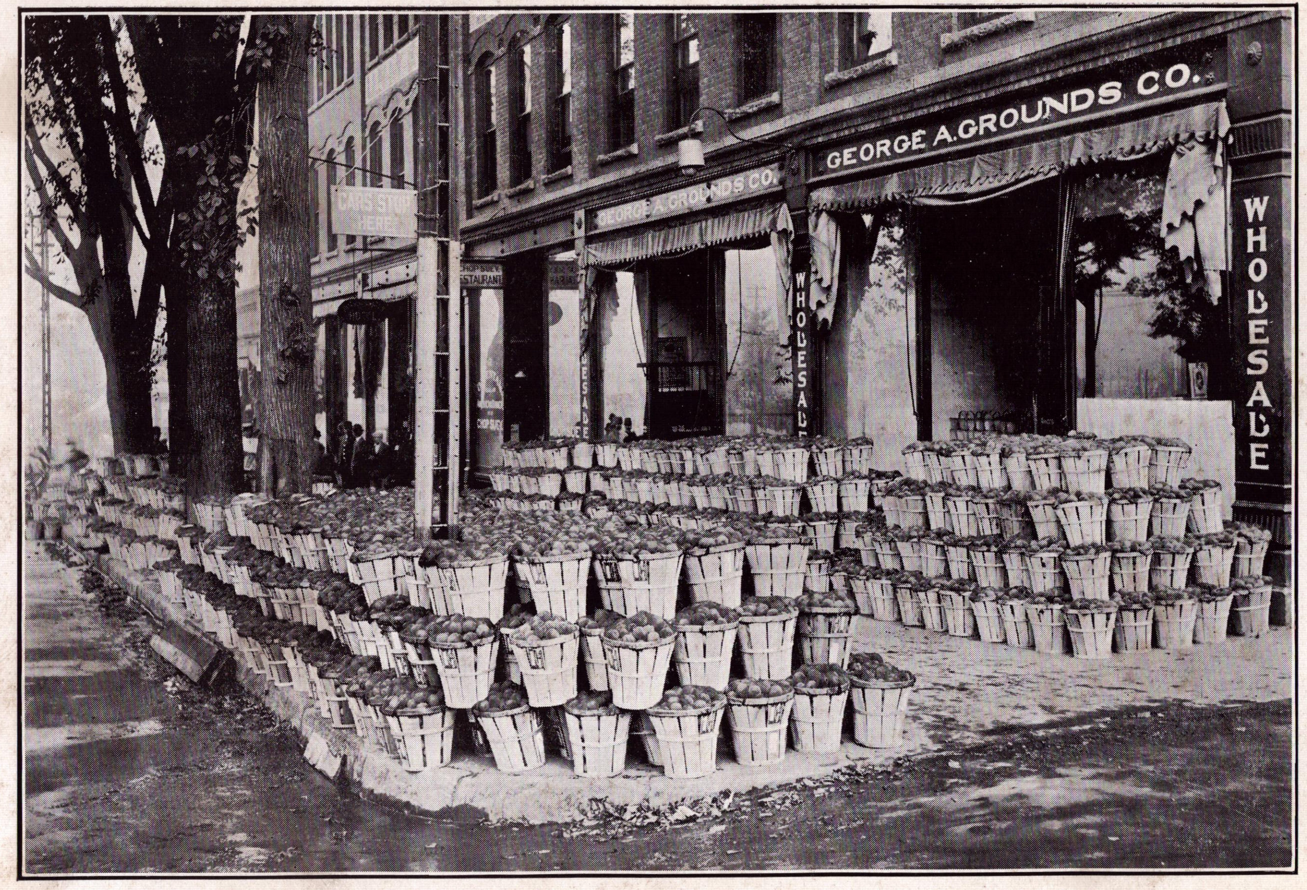
OUR ENTIRE WORKING FORCE


GEORGE A. GROUNDS CO.
GEORGE A. GROUNDS CO.
GEORGE A. GROUNDS CO.
WHOLESALE
WHOLESALE
CARS STOP HERE
RESTAURANT

AT DAYBREAK—JUST BEFORE BUSINESS HOURS
The day this picture was taken our receipts of peaches were over 6000 half-bushel baskets



DURING BUSINESS HOURS
The busiest corner in Western Massachusetts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WHOLESALE
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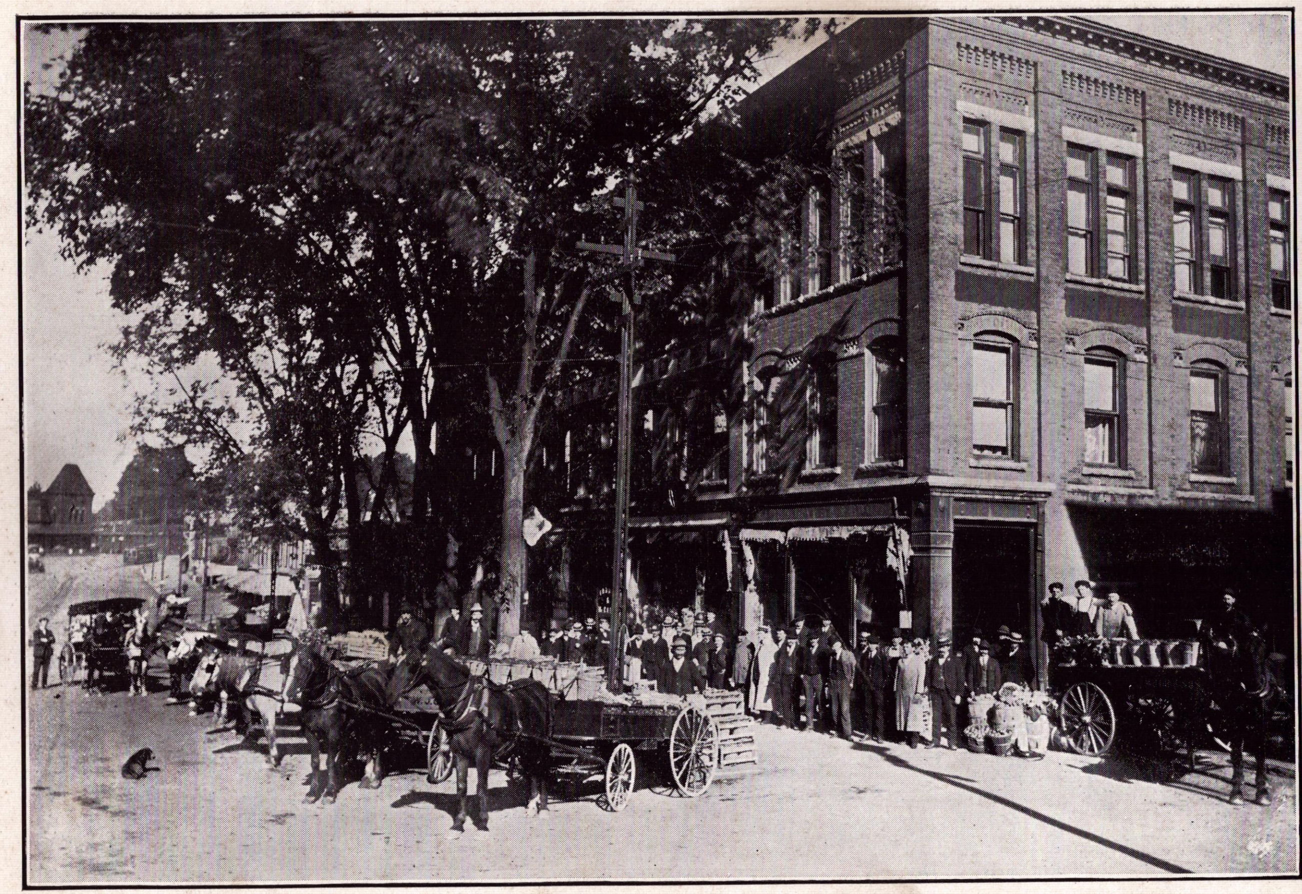

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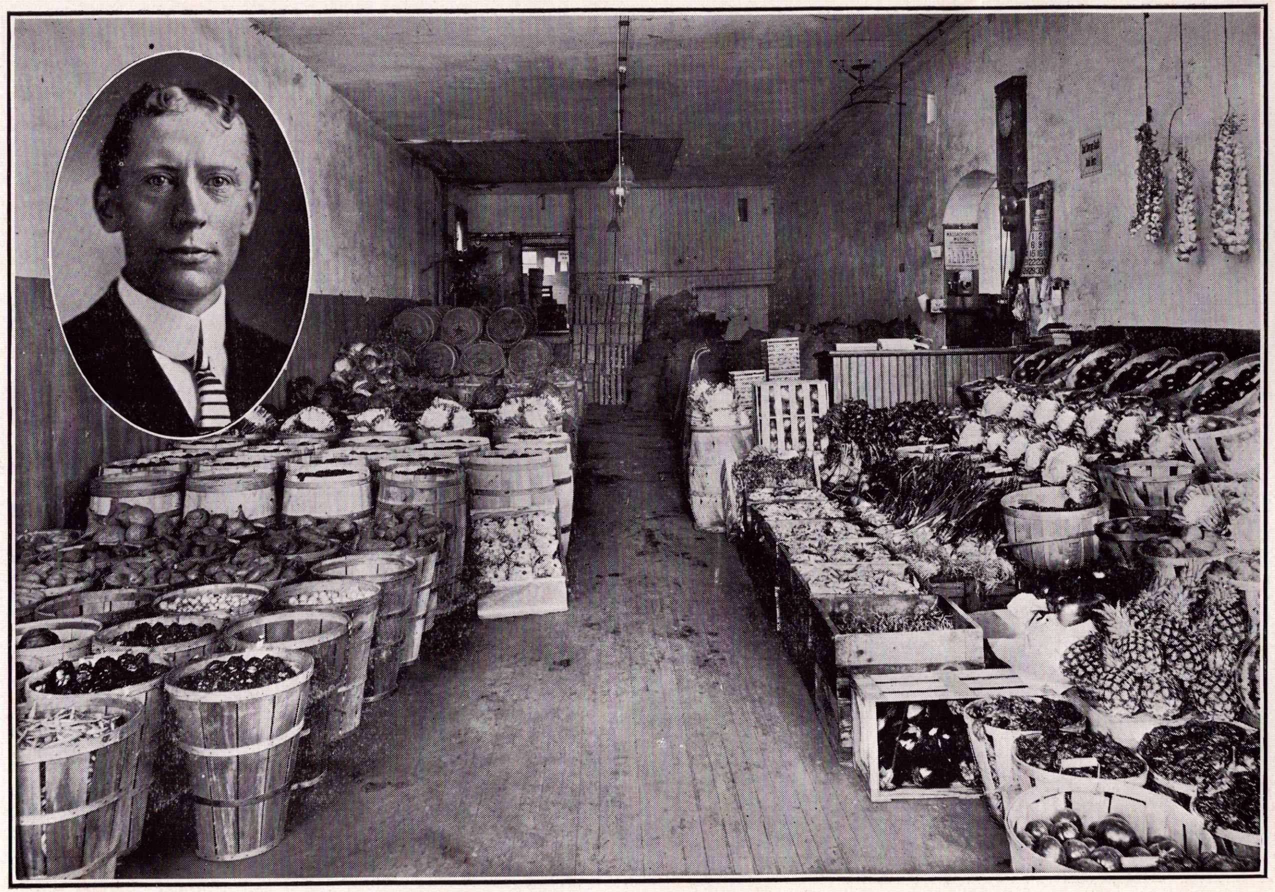
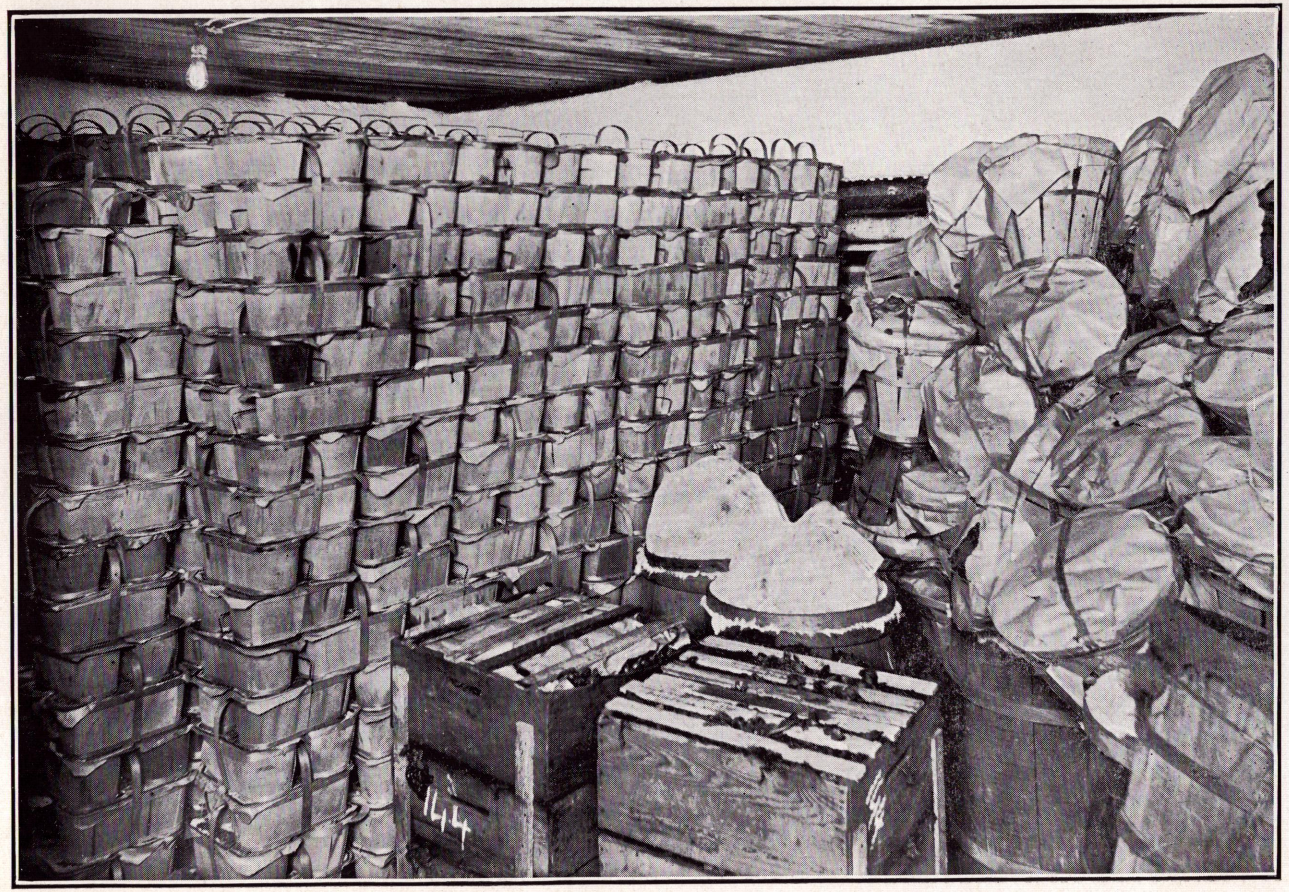
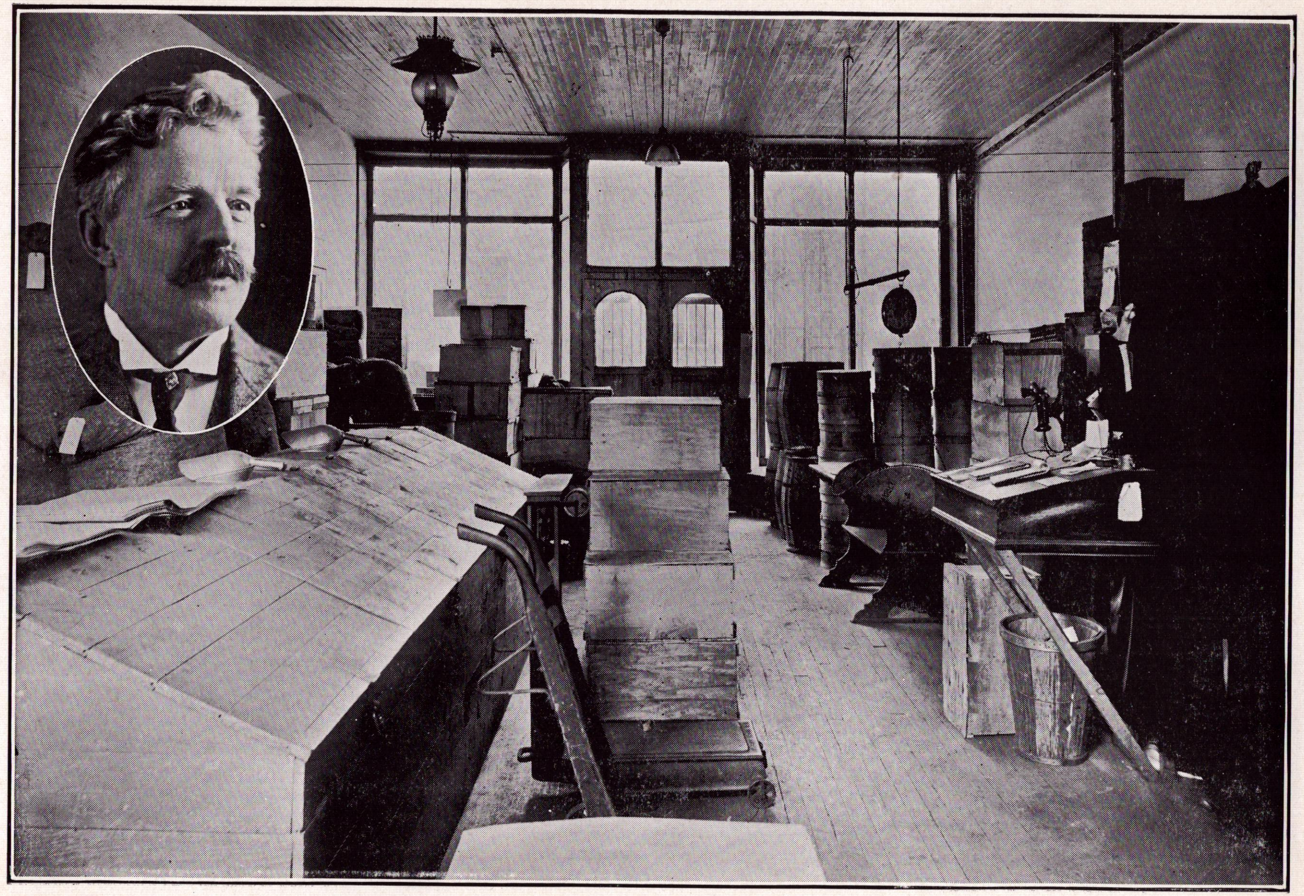


VEGETABLE DEPARTMENT
Francis M. Fuller, Manager



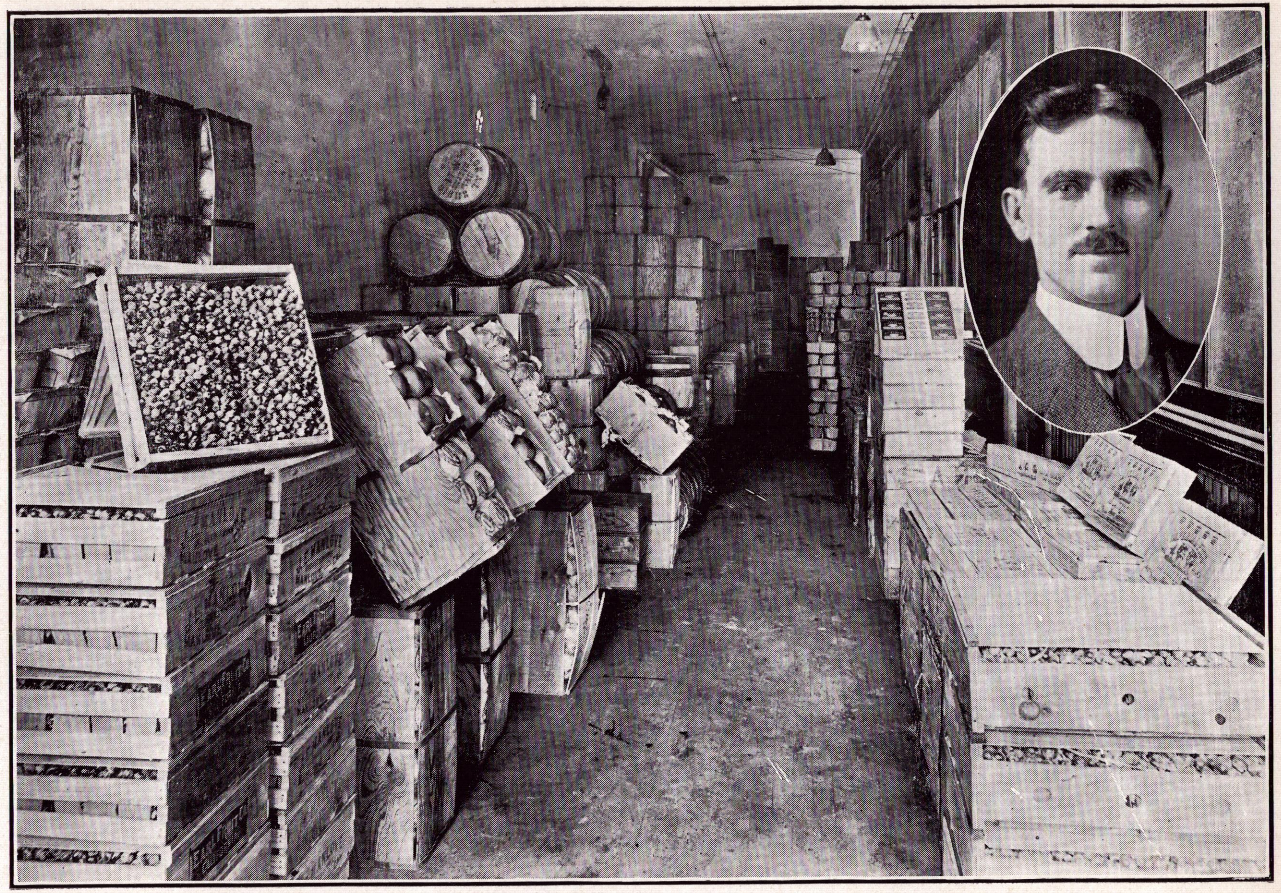
VEGETABLE COLD ROOM



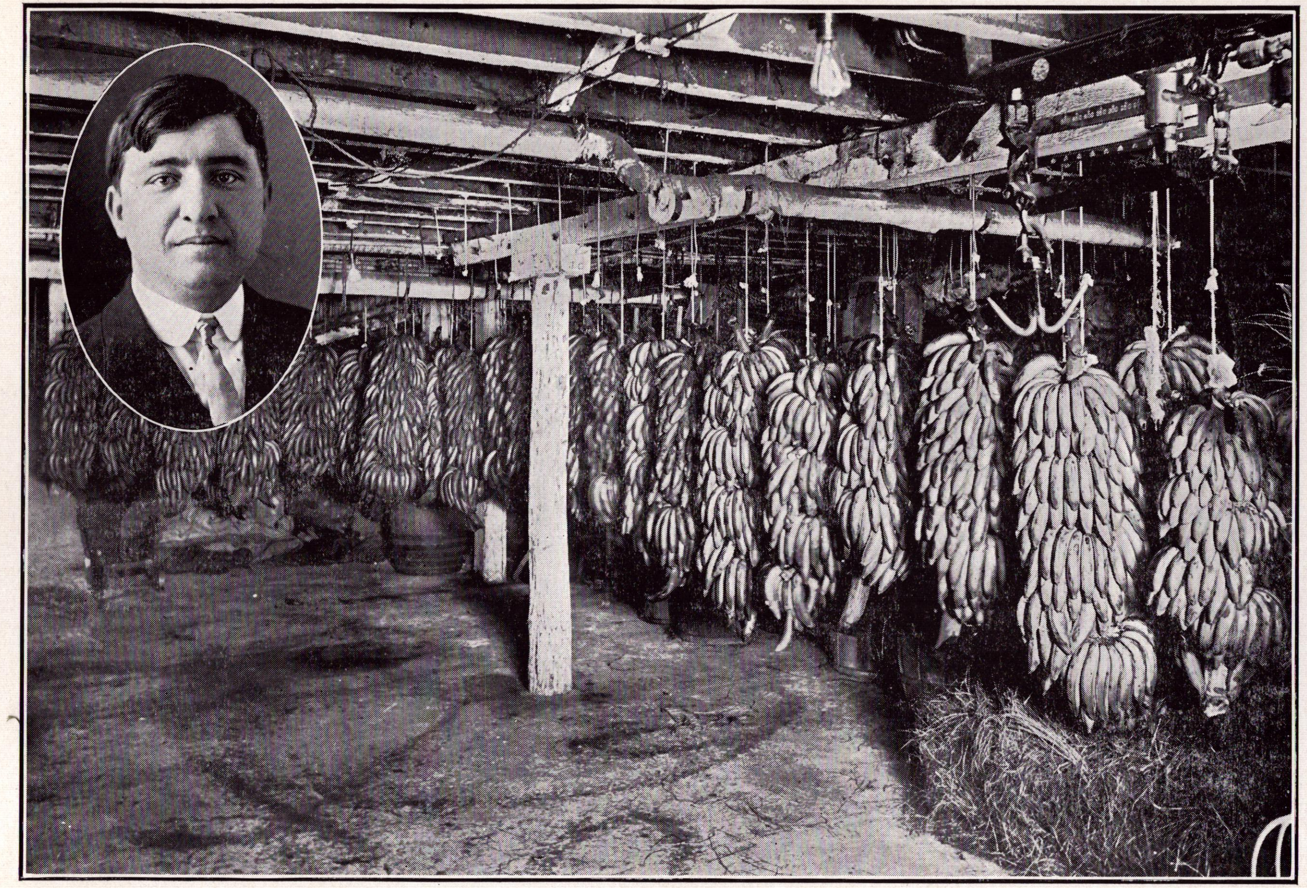
BUTTER, EGG AND CHEESE DEPARTMENT
Orlando S, Fish, Manager

FANCY
PRINT
BUTTER

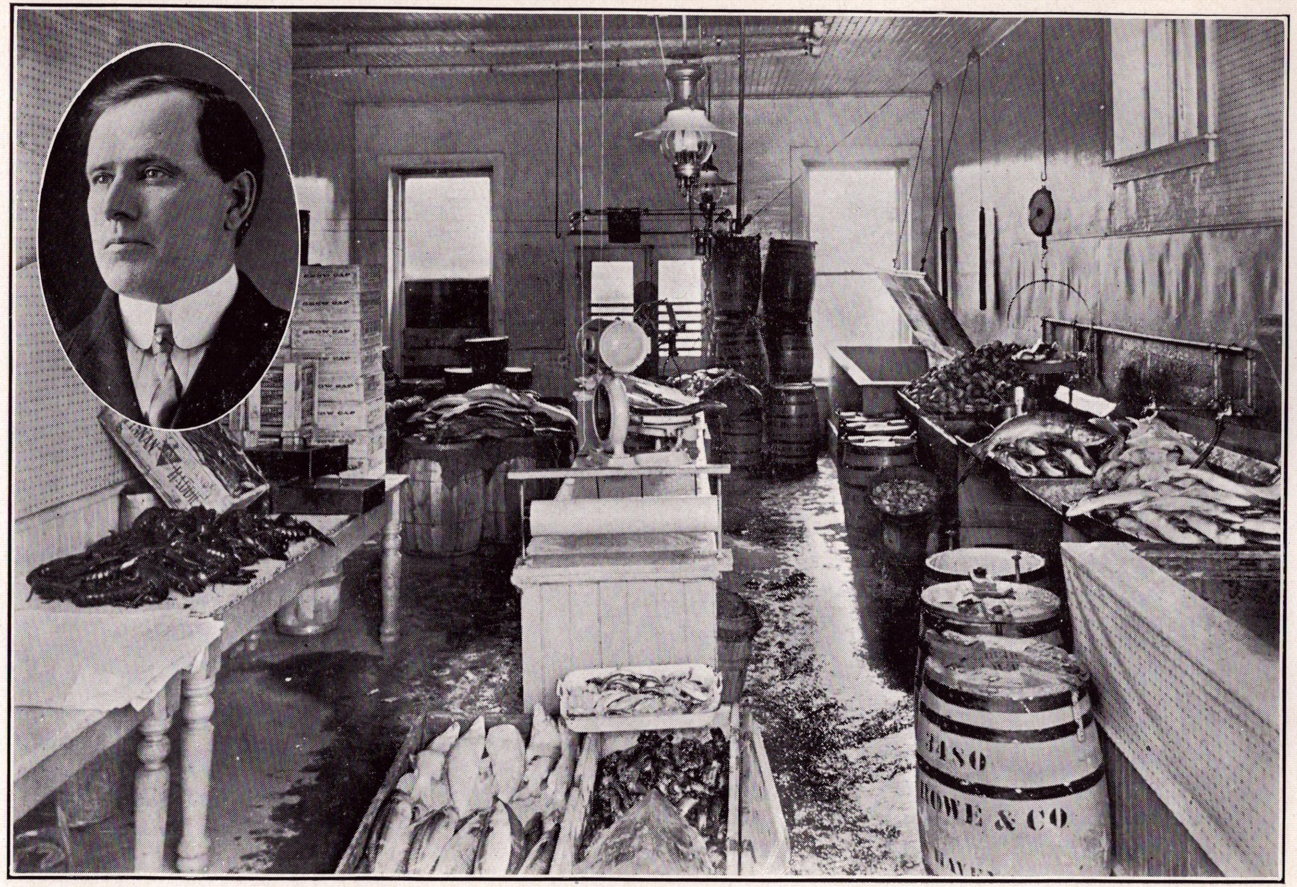
BUTTER COLD-ROOM



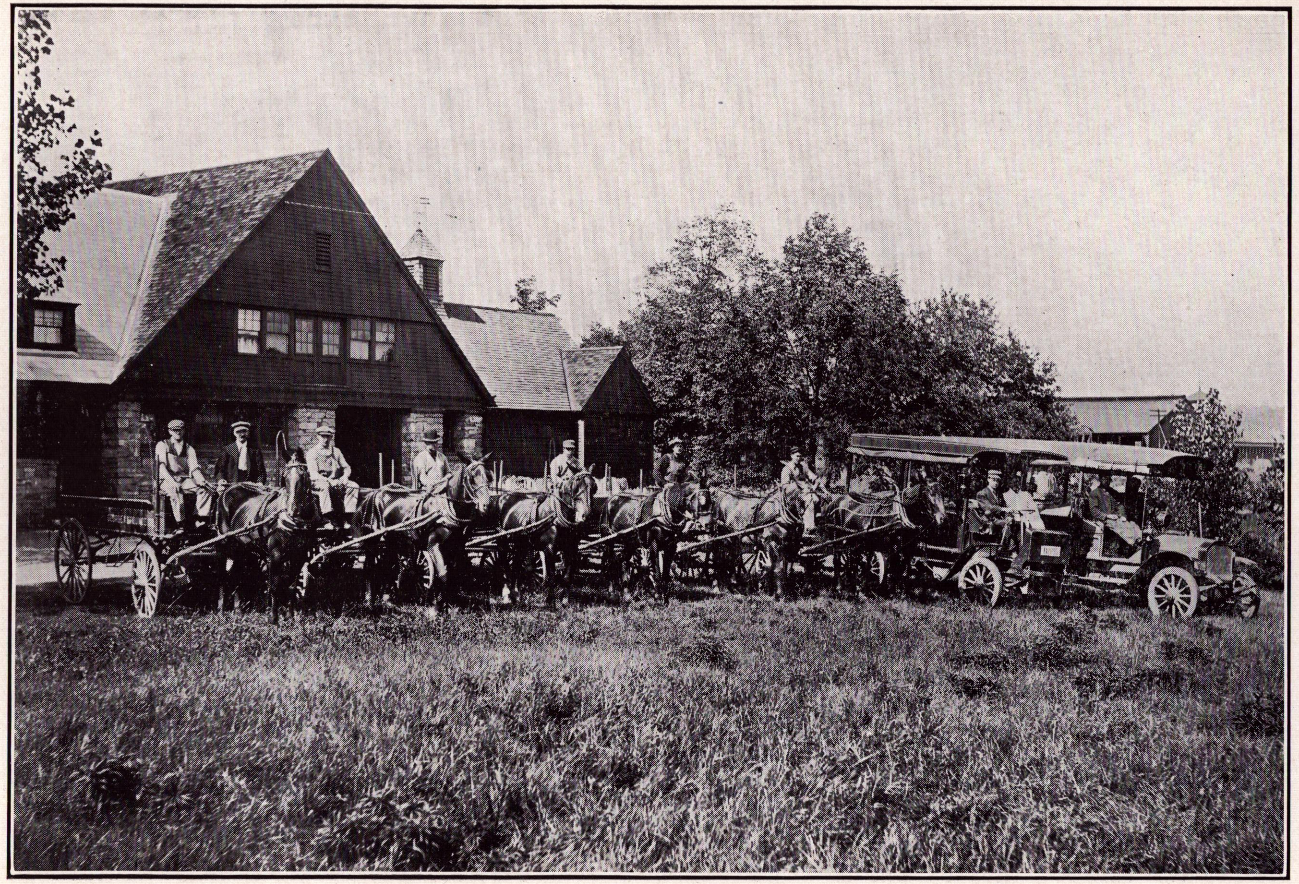
ORANGE DEPARTMENT
Orville A. Wilkinson, Manager



BANANA CELLAR – PACKING SECTION
This department has a capacity of eight carloads
John F. Gardella, Manager


3480
HOWE & CO

FISH DEPARTMENT
William M. Flynn, Manager

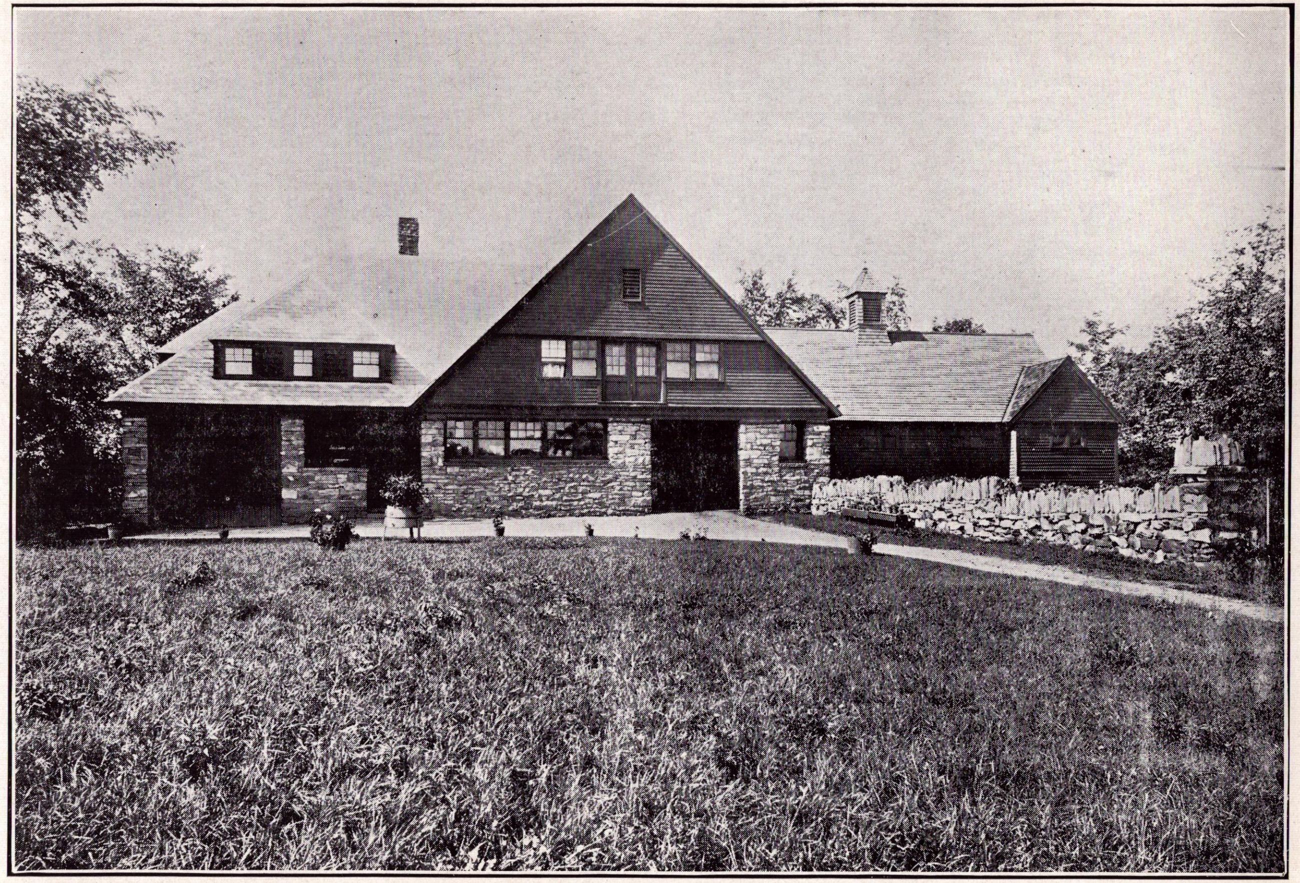


OUR DELIVERY SQUAD

3480
HOWE & CO

FISH DEPARTMENT
William M. Flynn, Manager

OUR DELIVERY SQUAD



GARAGE AND STABLE
With tenement, where our man in charge resides

FEATURES

Vegetable Department: Here we handle all kinds of farm, garden and hot-house products.

Orange Department: In this department are sold Oranges, Grapefruit, Lemons, Grapes, Figs, Dates and Honey.

Butter, Egg and Cheese Department. In this store we also sell Poultry, together with all varieties of Foreign and Domestic Nuts, including Green and Roasted Peanuts.

Banana Department: We specialize on Bananas, handling nothing but fancy fruit.

Fish Department: Here we sell all kinds of Fresh and Salt Fish, Oysters, Clams and Lobsters.

Credit Department: In charge of Richard E. Buckley. The strict regulations of our Credit Department protect our customers against paying increased prices to offset bad accounts.

Shipping Department: Equipped with every facility for the quick and careful handling of goods.

Receiving Department, under the supervision of Thomas F. Barry, has charge of all incoming goods, the tracing of shipments, and the quick handling of same on arrival at Pittsfield.

Our Department Managers are experts, having had years of experience in their particular lines.

Our Traveling Salesmen, who have been with us from five to fifteen years, cover weekly a portion of four states: Massachusetts, Connecticut, New York and Vermont, giving us a large territory in which to distribute goods.

Commission Accounts in charge of Alexander Girvin, consist of the most prominent shippers of this country. We receive car lot shipments from practically every state in the Union.

Quick Distribution: We are fortunate in having a very large sidewalk space, shaded by trees. We can handle several cars of perishable goods on the walk. This saves the fruit from too much handling and also facilitates the distribution. The big specialties, such as Berries, Peaches, Cantaloupes, etc., are handled from the sidewalk under the personal direction of Mr. Grounds.

We have Cold Rooms on the premises which we use for the refrigeration of perishable goods from day to day. Our car lots of Butter, Eggs, Cheese, etc., which are stored for a longer period, are held with the local cold-storage plant, which practically adjoins our stores.

Our Night Force arranges display of goods in the departments and on the walk and when day breaks we are ready for business.

Our Stores are very favorably located at a three-minute drive from both Boston & Albany and N. Y., N. H. & H. R. R. freight houses, thus enabling us to receive our goods almost immediately upon their arrival.

Delivery Service: We are unusually well equipped for the handling of this line of our work, having a sufficient number of motor trucks and horse-drawn vehicles to permit us to move a great volume of goods in a short space of time.

Telephone Service consists of six private lines and private exchange connecting all departments.

We handle all the products of the orchard, garden, farm, vineyard, dairy and sea. We carry the most complete line of goods of any house in the business and can supply the trade with their full requirements.

GEORGE A. GROUNDS CO.
98-102 West Street & 1-19 Clapp Avenue
PITTSFIELD, MASSACHUSETTS

If
It’s
In
Market
Not *We*
Once *Have*
In *It*
Awhile
But
Always